

Celebrate the spirit of Kwanzaa throughout the City

INDEX

People	2
National News	3
Opinion	4
Community News	5
Arts Wednesday	6
Classifieds	7
Business	8

Volume 12, Number 13

Serving The Greater Metropolitan Newark Area Since 1983

January 3 - January 9, 1996

INSIDE

WHERE HAVE ALL THE PANTHERS GONE?

Opinion page 4

SAY IT LOUD, ART IN THE ATRIUM

ARTZ WEDNESDAY page 6

TURNING THE TABLES ON TELEMARTKETERS

page 8

LAROSSA HAILS PASSAGE OF URBAN REDEVELOPMENT ACT

Senator Dick Larossa made the following statement following the Assembly's approval (77-0) of his "Urban Redevelopment Act" legislation designed to spur development in New Jersey's urban centers.

"Considering that 25 Administration officials from 11 different departments opposed this bill, I think the Assembly deserves a great deal of credit for passing it so overwhelmingly," Larossa, R-15, said. "This measure will usher in an era of positive change in New Jersey's urban centers. The provision of the bill offers genuine solutions to the inherent problems faced by leaders in urban centers. This bill is instrumental in returning the luster to cities like Trenton and Newark, helping to make them the economic and cultural centers they once were."

The six key components of the NJ Urban Redevelopment Act are:

- The creation of a New Jersey Redevelopment Authority and an Urban Policy Coordinating Council.
- Implementation of creative funding tools to encourage economic growth.
- Provision of bond funds of up to \$200 million per year to fund projects.
- Acceleration of the acquisition of abandoned properties.
- Assistance in remediated environmentally hazardous sites.

PROPERTY OWNERS REQUIRED TO SUBMIT CERTIFICATE OF COMPLIANCE

PLAINFIELD—Beginning January, 1996, the City of Plainfield will implement a Certificate of Compliance Ordinance, which requires the inspection of all property prior to sale, transfer, conveyance, rent, lease or occupancy.

According to Mayor Mark Furey this ordinance is an overall initiative to restore and preserve the quality of housing in the city.

After January 1, Plainfield property owners must make application for certification before any action can be taken regarding the disposition of their property. An inspection of the building, structure or premises must first be conducted by the Division of Inspections.

If the inspection is successful, whereas the building, structure or premises is found to be in compliance with the Plainfield Property Maintenance Code, the Uniform Construction Code—where applicable, and the Plainfield Zoning Ordinance the owner will receive a certificate confirming that all compliance is in order and there are no violations of any related laws, ordinances or orders pending.

The ordinance allows for the transfer of properties that cannot meet code requirements—providing certain conditions are met. A temporary Certificate of Compliance may be issued in the event that violations cannot be abated prior to closing on a property.

The fees for inspection will range from \$50 for a single family dwelling to \$150 for commercial/industrial buildings. An additional fee of \$25 will be added for multifamily dwellings. Fines for noncompliance with the ordinance reach a maximum of \$1,000 per day. For additional information and a copy of the ordinance contact the Division of Inspection at 908-753-3390.

David Allen Brown: overcoming poverty and the police

by Vivian Martin

LONG BRANCH—Born in 1962, of humble beginnings in Navesink, David A. Brown persevered to become the success that he is despite the stigma of poverty and the harassment of the police.

Raised in a home where strong religious and moral conviction were of utmost importance, David became an active person in Sunday school, church and was to later campaign vigorously to become vice president of the high school student council. As a political science major at Norfolk State University he was to become president of the student senate and then Director of Public Relations for the student body. At the age of 19, David was to become the youngest student government president in his country. As the vice chairman of The National Organization of Black University and College Students, he worked with Jesse Jackson and traveled extensively with the Jackson campaign.

A student leadership award was presented to this ambitious young man by PUSH/National president Dr. Mary Berry. David was also invited by Ronald Reagan to the White House when the president committed funding for the nation's black institutions by amending the executive order signed by former president Jimmy Carter. David Brown earned his BS degree in Political Science with a major in Public Administration and a minor in Business Administration from the at Norfolk State University in 1985. He went on to work for Macy's for three years as Operations Manager and later as Receiving Manager.

From 1988 to 1992, Mr. Brown was employed as a field consultant for the Southland Corporation and in 1991 was voted unanimously into the Long Branch Housing Authority.

These plaudits and chronology are part of a man's resume. But they also supply the backdrop for a drama to be played against. David and his brother were living in a predominantly white neighborhood at the Sand Pebble Condominium on Ocean Boulevard in Long Branch. On his way to work at Southland

one morning, a patrol car pulled up and the two young men were questioned as to why they were at that particular location. Mr. Brown, who was then president of the Long Branch Chapter of the NAACP, explained that he and his brother lived there but was then pressed to show his lease to provide residency.

When David could not find the papers in question, he and his brother were arrested. Despite wall-to-wall photos of him and his mother with Rev. Jesse Jackson, the police were dissatisfied with the identification and proceeded further. The officers said that a phone call had been made by a neighbor suspecting the apartment of being burglarized by the two men. The police charged the Brown brothers with burglary, obstruction of justice, and possession of burglary tools. Mr. Brown responded with countercharges of police misconduct, assault, and filing false reports. After a five-week investigation, the prosecutor determined that there was no legal basis for filing charges against the Brown brothers. Of the four policemen involved in the counter-suit, charges against two of the officers were dismissed and the remainder went to the Grand Jury.

The Long Branch chapter of the NAACP issued this statement: "The relationship between the Long Branch Police Department and the city's black community has a history of brutality, intimidation, humiliation, and harassment." In the resolution adopted by the chapter, it accused the city of benign neglect toward blacks and said that, "the community's requests for justice continue to be ignored."



David A. Brown, Executive Director Long Branch Housing Authority

The case was closed and Mr. Brown and his brother were cleared of all charges. As an act of contrition, the city agreed to settle with David for an unspecified amount of money.

David Allen Brown was not a person to allow society's pitfalls to slow his progress. As not to conflict with any program Mr. Brown resigned from Southland to take his place as Acting Executive Director of the Long Branch Housing Authority. He was the commissioners themselves that elected David to the Executive office of the Authority.

In this capacity he has upgraded the quality of life in public housing to a degree beyond what he had known when he and his family resided there. David has done upgrades, he has remodeled and has given jobs to people who were usually unemployed. This innovation was his "Operation Fresh Start" a system used trained and licensed tradesmen to train people who are community (cheerleader). Create and broadcast documentaries that illustrate our problems and solutions. If you do these things, you will make history where it counts—within a record of your work, subsequently placed in a Black Media Library and Foundation you will establish for future generations.

Before David Brown took over

See BROWN page 8

A New Year's wish list

by Todd Burroughs

Here is my belated New Year's Wish List for 1996:

FOR BEN CHAVES: Money to pay off the person you originally were supposed to pay off in the first place.

FOR LOUIS FARRAKHAN: The promotion of local programs that uplift the black community. Now that we have atoned and reconciled, let's begin building. I hope you are ready for the latter.

FOR RICHARD COHEN, A WHITE COLUMNIST FOR THE WASHINGTON POST: The ability to grow up. Accept that Farrakhan is a credible leader among many blacks, and move on to new topics. Who are you to think that you or any other white people in the national news media for that matter, have to approve of ANYTHING blacks do? (To many blacks, Mr. Cohen, whites lack the moral authority to tell blacks anything, particularly about who should or shouldn't lead the black community.) Mr. Cohen, we both know that if the situation was reversed, particularly if it was about Jews, I'd be doing your mind.

FOR BLACK MEDIA OWNERS: The ability to put "own" in a small pond's mentality, egos, and fear aside in order to make a commitment to create national broadcasting networks, newspapers, etc. In an atmosphere in which less and less companies are owning more and more media, this unity will be needed—and soon—if you still expect to control a major part of the agenda for black America in the 21st century.

FOR BLACK TALK RADIO SHOW HOSTS, LOCAL AND NATIONAL: To put the same effort in producing and keeping archives of your programs that you do in planning marches and other events that "make history." Be as much educator and journalist as you are community (cheerleader). Create and broadcast documentaries that illustrate our problems and solutions. If you do these things, you will make history where it counts—within a record of your work, subsequently placed in a Black Media Library and Foundation you will establish for future generations.

FOR THE BLACK NEWS-PAPER PRESS: Full-time copy editors, columnists who do street reporting and fact-checking, and money to afford them. And a commitment to put out the best publications that can exist.

FOR MY FELLOW BLACK PRESS REPORTERS AND COLUMNISTS: The commitment to write the rough draft of black history for another year, regardless of hardships and problems.

FOR BLACK MAIN-

STREAM PRESS COLUMNISTS: The ability to make the same racial generalizations about whites and their collective behavior as white columnists seem free to make about blacks. And, if granted, the courage and the will to do so, regardless of how whites see you.

FOR NBC-TV'S "THE TONIGHT SHOW WITH JAY LENO": The return of dignity to the art form Johnny Carson popularized and Howard Stern almost destroyed.

FOR PBS' "THE NEWSHOUR WITH JIM LEHRER": A program in which interview subjects disagree with each other a bit more. And producers who understand that there are more viewpoints other than those delivered by white, educated, middle-aged males—and those non-whites deemed comfortable by the whites.

FOR PBS' "CHARLIE ROSE": Guests who are younger, darker, and more provocative. See previous item.

VICKY GHOLSON: Continued success in your endeavors.

FOR DAYTIME TELEVISION TALK SHOW PRODUCERS AND HOSTS: A sense of shame. I hated the show hosts, but at least they were not humiliating.

FOR THE CAST OF NBC-TV'S "HOMICIDE": Emmys, recognition of your greatness from the black community and the rest of America, and through-the-sky ratings.

FOR THE NBC, ABC AND CBS NIGHTLY NEWSCASTS: More segments that ask the "how" and "why" of the story of the night or the week. And the honesty to show to America that most welfare mothers are white.

FOR THE WASHINGTON POST AND THE NEW YORK TIMES: Courageous leadership who would forever deny a terrorist access to your pages, regardless of subsequent public relations problems.

FOR THE NATIONAL ASSOCIATION OF BLACK JOURNALISTS: The ability to function without someone serving as the universal point of reference—assuming that goal would be what you would want.

FOR VIBE MAGAZINE: A Black editor-in-chief, and a commitment to detailed, investigative reporting on the black community.

FOR MY FAMILY AND MENTORS, BOBQUEEN, JOHN HENRIK CLARKE AND OTHERS: Prolonged life.

Todd Burroughs currently is in the Journalism doctoral program at the University of Maryland at College Park.

Jackson & Tucker take on Sports Authority

by Charles Chrystal

Footdragging did not deter the recent seating of Aubrey Lewis as commissioner with the NJ Higher Authority. Jerry Jackson and Douglas Tucker have diagnosed the same disease crippling another public agency determined to countermand the will of the land. Governor Christine Whitman has said that she is committed to fair and equitable treatment and opportunity of employment in the state of New Jersey, but minority workers at the Meadowslands have found that the Sports Authority has discovered new ways of turning a deaf ear to an old call.

The governor is not alone in her ivory tower. According to Jerry Jackson (Chair of the Society of African-American Governmental Employees) The N.J. Division on Civil Rights, the worker's union, and the NAACP have either ignored or only given lip service to the problems of minority workers in the public agencies.

A barrage of letters have been launched in the last five years by the Meadowslands Minority Workers Association (MMWA) and the Society of African-American Governmental Employees (SAGE), to alert the Governor, the state commissioners, interest groups, and studies while attrition and death act as arbiters in the matter.

The minority workers have charged the Authority with discriminatory practices, employment discrimination and hypocrisy. They have found a void in minority representation in



Jerry Jackson

the upper level division—twenty of the top paying positions had no minority representation. They have found that hires came from direct referral rather than through an open employment notice.

They charged that there is no underrepresentation in the construction skill trades. When the lack of opportunity was reported in the security department, managers, secretaries, and firemen were hired but no minorities had a place. At Meadowslands Race Track, NAACP branch president estimated minority worker at a maximum of three percent of the workforce—the state standard is 20-23 percent. When they inquired of the personnel manager as to requirements and openings of higher positions within the Authority, they were witness to a soft shoe dance of excuses and avoidance. Minority workers have also complained of the sense of retaliation by their supervisors when they complained either of being "left out of the loop" or just left out. They have also stated that their letters and issues have shown no evidence of being addressed by the Sports Authority, nor do they



Douglas Tucker

show any sign of being investigated. Minority workers at the N.J. Sports Authority are begging the Governor to intercede. It is SAGE chair's Jerry Jackson's belief that because the Authority is an independent agency that they have the idea that they do not have to answer to anyone. He also believes that the infamous "Good Ol' Boy Network" is firmly in place and sitting on the backs of minority workers. The prospect of all these charges resides in the hands of the State Attorney General—who is a member of the Sports Authority Board.

Douglas Tucker, president of MMWA, has stated that the Authority does not want to level the playing field and that they have resisted all attempts to address the situation. He insists to mention "affirmative action" for fear that the Sports Authority will, "...deliberately confuse affirmative action with equal opportunity and continue to side-track the issue. He says further, "We will not get what we are seeking without outside intervention. Equal rights have never been provided voluntarily."

Queen City losing crown

by Charles Chrystal

In her glory days, Plainfield sat as a queen among cities with her proud Victorian homes and posh estates.

Today her skirts are mudied, her crown is tarnished, and petty politics fight over whatever is left.

Several groups are committed to keeping this once-royal planet alive. Among them is the Citizens' Committee for the Social and Economic revitalization of Plainfield. The group released the results of their 17-month study in a five pound compilation of facts and figures in a plastic binder.

In the study they found that the city is "an unattractive, declining, out-of-place to live, work and visit." It also proposed that it was time to address the problems of housing, crime, schools, and the city's image. They want to start housing deterioration, and establish affordable housing and desirable neighborhoods.

"We want a school system that teaches our children, and we want a police force that prevents and responds to crime. We want effective municipal government."

There is a meeting scheduled for

January to discuss the findings of the group. Between the city government and the mayor, but City Council President Helen Miller would only say, "We need to talk about it." Her time needed to be spent on the proposed city budget. Mayor Mark Furey believes everything in the report is "doable" but perhaps not within the suggested time frame. His main concern is the cooperation of the City Council and their agreement on priorities. He also believes that the public must demand cooperation between his office and the council.

Former mayoral candidate Todd Prehoda issued his own paper broadcast asking that residents write to the governor to step in. "We had those reports eight years ago. They won't tell you anything new. What's important is fixing what's wrong. Our problem is mismanagement. There are courses on municipal government offered at Rutgers University and Fairleigh Dickinson that they can all take to teach them what to do. There are people trying to recall Furey but he's not the problem, it's who's handling it."

See QUEEN page 8

PEOPLE

COMMUNITY CALENDAR

THURSDAY, JANUARY 4

JERSEY CITY—Hudson County College presents a free lecture on Choosing Child Care by Adriana Flores Kuhn at the Journal Square Campus. For more info call 201-714-2107.

SATURDAY, JANUARY 6

PLAINFIELD—A bus trip to the Rockefeller Center Holiday Shop, is being sponsored by the Plainfield Senior Citizens Service Center. For more info call 753-3506.

SUNDAY, JANUARY 7

EAST ORANGE—Public Library will present "An Afternoon with Bryant and Diller Authors" at a book signing and reception, to be held at 2:00 p.m. For more info call (201) 266-5608.

TUESDAY, JANUARY 9

PLAINFIELD—LVA Plainfield Open House 7-8:30 p.m. Learn how you can help someone learn to read and write, at the Plainfield Public Library. For more info call (908) 753-7998.

TUESDAY, JANUARY 9

WESTFIELD—Rutgers Cooperative Extension of Union County will hold its Winter training session for the Master Home Repair Program. For more info call 908-654-9854.

SATURDAY, JAN. 6 - MARCH 16

NEWARK—Division of Recreation/Cultural Affairs (DORCA) offers overnight \$34 & Summer Camp '96 for more info and registration call (DORCA) at (201) 733-6454.

MONDAY, JANUARY 8 - APRIL 15

NEWARK—Division of Recreation/Cultural Affairs is holding registrations for "Three-On-Three Basketball" at all Recreation Centers, for more info call (201) 733-6454.

SUNDAY, JANUARY 21

NEWARK—"Sing in Praise of King" annual tribute to Dr. Martin Luther King Jr. sponsored by the Division of Recreation/Cultural Affairs, for more info call (201) 733-6454.

TUESDAY, JANUARY 8

ENGLISHTOWN—The Metro District of the New Jersey Animal Rights Alliance (NJARA) is looking for active volunteers in Essex, Hudson, and Union Counties to help spread the word about animal rights, meeting to be held at the Verona Public Library, 17 Gould St. Verona, for more info call (908) 448-8908.

SATURDAY, JANUARY 13

PLAINFIELD—The Plainfield Division of Recreation in co-sponsorship with the Cub Scouts of the Watchung Council will hold a Cub Scout Olympics. For more info call 908-554-9151.

SATURDAY, JANUARY 20

JERSEY CITY—The Egyptian community and other residents of Hudson County are invited to a service celebrating the "Raising of Incense" at St. Georges and St. Simeon's Coptic Orthodox Church. For more info call 201-714-2107.

JANUARY - APRIL

NEWARK—The Division of Recreation/Cultural Affairs is sponsoring "Life Guard Courses" for ages 16 & up, for more info call (201) 733-6454.

THURSDAY, FEBRUARY 1

JERSEY CITY—Hudson County Community College will offer a free program on using parenting skills to improve children's school performance. For more info call 201-714-2107.

SUNDAY, FEBRUARY 21

JERSEY CITY—Three part series of Baking Workshops to be held at HCC's Culinary Institute, 161 Newark St. For more info call 201-714-2107.

Dr. Luis de Sousa Macedo receives key to city



NEWARK—At a recent City Hall ceremony, Mayor Sharpe James welcomed Dr. Luis de Sousa Macedo, Portuguese Secretary of State; to the City of Newark and presented him with a Key to the City. Pictured (L-R) are Dr. Macedo; Natassha Teixeira, Portuguese Consul General of Newark; Dr. Fernando Andreus Guimaraes, Portuguese Ambassador to the United States, and Mayor James.

West is promoted to assistant editor at Savannah Tribune



NEWARK—Sandra West, Newark, New Jersey native and former resident of Montclair, New Jersey, has been promoted to Assistant Editor of The Savannah Tribune, a Black-owned and operated weekly newspaper in Savannah, Georgia. She is a graduate of Rutgers University-Newark.

Celebrating 25 years of achievement!



NEW YORK—Robin Bell-Stevens, second from left, president of the New York Coalition of 100 Black Women, welcomes corporate supporters to the Coalition's 25th Anniversary Gala at the Sheraton New York Hotel and Towers. Joining her were, from left: Mark V. Monteverdi, Manager, public programs, Philip Morris Companies Inc.; Ann M. Fudge, Executive Vice President, Kraft Foods, Inc. and president, Maxwell House Coffee Company; and Renee V. H. Simons, Director, Media Affairs, Philip Morris USA. Ms. Bell-Stevens called on Coalition members to redouble their efforts on behalf of Black women and to support "our brothers, fathers, sons, uncles and the other men in our lives and our communities."

Local student selected for Who's Who

PLAINFIELD—Joyel Elizabeth Crawford, daughter of Mr. and Mrs. Rupert P. Crawford of Plainfield, NJ has been selected for inclusion in the 1995 edition of Who's Who in American Universities and Colleges.

The Elton College nominating committee and the editors of the annual directory have included the names of 42 Elton students based on their academic achievement, service to the community, leadership in extracurricular activities and potential for continued success.

They join an elite group of students selected from more than 1,800 institutions of higher learning across all 50 states, the District of Columbia and several foreign nations. Outstanding students have been honored in the annual directory since its first publication in 1934.

COPING

by Charles Faulkner

I Guarantee That Your Love Affair Will Be A Success

Part II

(This, the second part of an article about how to have a successful relationship, lists the remaining two suggestions.)

6) Don't stop doing the things that brought you two together in the first place. Most couples are together because of an attractiveness that they initially saw in their mate. It may have been the constant compliments that the mates received from each other, or the teenage-type romance that was part of the relationship when they met—such as hugs, kisses, constant touching, creative and voluptuous sex, socializing, going to parties or movies, or just having fun together. The wise couple will continue these activities if they want the relationship to continue to be as strong as it was at first. When you stop doing the things that got you together, the relationship starts to go downhill. When you start to take your mate for granted, you can be sure that the relationship will lose its potency. When you ASSUME that everything is o.k. simply because there are no major fights or disagreements, you can be sure that you made a bad assumption.

7) Don't be moody and inconsistent in your behavior, and in your reaction to things that your mate might do. It might even be better to be consistently unexcited, than to be moody and unpredictable. For instance, suppose that you had had a disagreement with your boss and you were very distraught. You needed a sympathetic ear. You needed to talk with someone who was compassionate and understanding. Your couldn't wait to get home and discuss the matter with your mate—superbly your best friend. You hurry home, walk over to your mate and begin to talk about the problem that you had at work. It makes you feel good to unburden yourself of these problems. As soon as you begin to mention the problem to your mate, he/she says: "I don't give a damn about your problem. I have problems of my own to deal with." You are, obviously, completely devastated. You were relying upon your mate to be of help in solving your problem and offering you kindness and compassion, but what did you get? You get disinterest and possibly another problem—a problem with your relationship. You certainly do not want this kind, unresponsive behavior from your mate. Your mate wouldn't want it from you, either.

If you want to keep your weight down, you have to work at it, you have to watch your diet and get regular exercise. If you don't work at it, you are going to get fat. Relationships are the same way, you have to treat them with care, you have to give them your constant attention. If you don't, the relationship is going to deteriorate before your eyes. You might find yourself asking, "What is wrong with my relationship? Or, you might even blame your mate for the problem, but close analysis might reveal that you are as much of the problem as is your mate. The problem might be right before your eyes, if you would just take the time to analyze it truthfully. Ask yourself this question: "What would you do, if your relationship were in disarray and your mate was getting ready to walk out on you. Would you hint/him/her a gift? Would you take him/her out to dinner? Would you tell your mate how much you really loved him/her? What would you really do? Whatever it is that you would do in that emergency situation, DO IT NOW! Show your mate that your love is as strong as it was when you first met. Oh yes, one more thing: Don't get fat, or at least try to lose any excess weight. Excess weight often makes both mates lose confidence in the relationship. Write me and let me know how you are doing.

A love affair has to be nurtured. How would you feel if your mate did some little thing each day to reveal his/her strong feeling of affection for you? Suppose you partner sent you a nice note or card that said, "I think about you every day." Or, suppose that your mate sneaked up behind you and kissed you on the cheek, for no reason except to express a feeling of affection for you. Would you like it? Of course you would. Your mate would like it, too. Make your relationship a complete, continuous love affair. Remember this: Always be a lover, and your mate will always love you.

If nothing else works, let your mate read this column.

Business & Professional Directory

CALENDAR

HAWKS COMMUNICATIONS, INC.

AFRO-UNITY™
Swimsuit Calendar

Full color, 11x11 calendar is available by sending \$12.95 to having the address below or all many fine Black gift shops
DESIGNER PUBLISHED
PHOTOGRAPHY
SERVICES AVAILABLE
PO BOX 272, GRANFORD, NJ 07018 908-709-8847

GENERAL CONTRACTING

VINCENTY & MOORE

General Contractors



Additional: Decking • Roofing • Vinyl Siding
Replacement Windows

Nick Moore (908) 789-6644

SPIRITUAL ADVICE

Miracle Spiritual Center

209 Tremont Ave. East Orange, NJ 07018

Rev. W.I. Hanson

Spiritual Reader

Do you want help in business? Love?
Marriage? Or removal of evil spirits etc.?
Then call 1-900-933-2825. Each call is \$3.00
per minute. You must be 18 yrs. of age and over.

Make an appointment for an unforgettable moment...
Call the above number or write. Your letter will be answered!

TELECOMMUNICATIONS

Mike Galloway, Owner 800-545-5469,
(201) 909-4581, Pager

State of the Art
Communications (SOTAC)
Nationwide Communication Services
-Paging Service as low as \$7.50/line
-Cellular Phones
-Long Distance Service - Long Long Distance Rates,
800 Numbers & Calling Cards
Affordable, Quality Service!!!

CLEANING SERVICE

Complete floor covering resource
Professional carpet and upholstery cleaning



John McClain
President

JMAC Interiors
407 Mulberry St.
Newark, New Jersey 07102-3304
201-642-6432
1-800-969-9515
FAX 201-642-6476

HOTEL

165 Rooms • Big Screen TV • Color TV • Cable H.B.O.
Meeting and Banquet Facilities • Evergreen Restaurant
Cocktail Lounge • Cofé Shop

The Royal Inn
10% OFF Regular Room Rates

1-800-287-3303
FAX 1-201-677-2630

120 Evergreen Place
East Orange, N.J. 07018
(201) 871-3100

CONSTRUCTION



Jayson and Johnson
Construction Co.



E.J. Williams
General Contractor
No Job Too Large
No Job Too Small

"For All Your Construction Needs"

Call and ask for Ed, Damien or Jayson

197-207 North Avenue
Plainfield, NJ 07060
Off: 908-412-1100
Fax: 908-412-1186
Mobile: 212-453-4789

COMPUTER TRAINING

Personal computer software classes
for beginners thru advanced.

PC and DOS, Windows 3.1/95,
Lotus, Excel, etc.

Call for a schedule and info.

Also hardware repairs & service at
reasonable rates.

GMR Enterprises (908) 753-2575.

JANITORIAL

"Insured & Bonded"

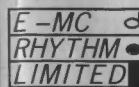
Tel: (908) 442-6775

BYERS JANITORIAL SERVICE & SUPPLIES INC.
MAINTENANCE SERVICE AND INITIAL CLEANUP

DAN BYERS
Owner

1160 STATE ST.
Parth Ambay, N.J. 08861

RECORDS



263 CENTRAL AVE.
SUITE #6
E. ORANGE, N.J. 07018
(201) 676-1375

RECORDS
CASSETTES
COMPACT DISC
ACCESSORIES

LATEST HIT
VINTAGE OLDS
ERIC R. MCPHERSON, JR.

We encourage
inner-city gangs.



The Salvation Army sponsors
camps for disadvantaged kids all
over the country. Plus Sunbeams and
Girl Scouts, Cub and Boy Scouts.
Please volunteer or give, so we can
continue our gang work.

THE SALVATION ARMY
Changing the World One Life at a Time

PLACE YOUR AD HERE

In the City News
Professional Directory

754-3400

NATION

Economic solutions and Kwanzaa

National News
at a glanceWHERE ARE OUR
KIDS DURING THE
DAY?

Our Schools Are Crumbling. The nation's schoolchildren are attending schools that are falling apart, or are being jammed into classrooms that are extremely overcrowded. A report says they are trying to use new technology in old buildings not equipped to handle it. A number of educators and government agencies, say there is a need for record spending to renovate old schools and build new ones at a time when voters are increasingly leery of any public expenditures and particularly skeptical about public schools. The General Accounting Office (GAO) has cited \$112 billion in pressing construction needs in the nation's existing schools, but in its studies found that states last year spent just less than \$3.5 billion in addressing them. Total spending, the vast majority from local taxes, on building new schools and repairing old ones declined in 1994 by \$100 million to \$10.6 billion. Nationwide, the number of elementary and secondary students is expected to pass \$51 million and projected to grow to \$56 million in 2004, up from \$47 million in 1991.

CHAVIS ORDERED TO
PAY UP

Former NAACP executive director Benjamin F. Chavis, Jr. has been ordered by a D.C. Superior Court judge to pay up to \$245,200 to Mary E. Stansel, an ex-staff member who accused him of sex discrimination and harassment. The court decision resulted from a written statement by Chavis after he negotiated with Stansel in 1993 that he would pay her \$332,400 in installments if she did not take her complaints to the NAACP board and the Equal Employment Opportunity Commission. The NAACP board of directors fired Chavis for making the settlement without their permission. Judge Henry H. Kennedy, Jr. will decide later if the NAACP must share in the settlement cost.

RACISM ISSUE LEADS
NOW TO CENSURE ITS
L.A. PRESIDENT

The National Organization for Women (NOW), in an unprecedented move, recently publicly censured the president of its largest chapter, telling her to apologize for public statements she made about the O.J. Simpson case. Los Angeles chapter president Tammy Bruce, a radio talk show host who has led L.A. NOW for seven years, was reprimanded by Patricia Ireland, the national president of the nation's leading feminist group. The reprimand came about because Bruce refused to appear on a Philadelphia talk show about the trial and was quoted as saying she did not want to "argue with a bunch of black women" about the Simpson case. Ms. Bruce said her statements were taken out of context and had not been racist. Ms. Ireland said that Bruce "has made public statements that clearly violate NOW's commitment to stopping racism."

FLORIDA SENTINEL-
BULLETIN ANNOUNCES
NEW PUBLISHER

Sybil K. Wells has replaced her father, C. Blythe Andrews, Jr., as the publisher of Tampa's 75-year-old Florida Sentinel-Bulletin newspaper. Wells, 39, and mother of two daughters, is the fourth generation publisher of the family-owned publication. A 17-year employee of the black-oriented newspaper, Wells will oversee a staff of 20 full-time and 25 part-time employees.

BLACK PUBLISHERS
TO MEET IN NASSAU

"Black Americans have an excellent opportunity to meet the people who bring them their news when our publishers meet in Nassau Jan. 24 to 28," says William Reed, executive director of the National Newspaper Publishers Association (NNPA). "While we will be dealing

By Dr. Conrad W. Worrill

Kwanzaa is an African-American celebration based on African agricultural celebrations and collective principles. Created by Dr. Maulana Karenga in 1966, it is a seven-day celebration held from Dec. 26 to Jan. 1. This year marks its 29th anniversary.

Dr. Karenga created Kwanzaa to introduce new values to African-American people. These new values are called the Nguzo Saba or the seven principles of blackness which Dr. Karenga says, "if practiced would give them (us) a set of priorities and commitments which would enhance their (our) human possibilities and lead to their (our) liberation and a higher level of human life."

The U.S. economy is suffering from white supremacy and centuries of brutal exploitation of the world's resources and its people.

This era of American history demands that African-American people place a greater degree of emphasis on our collective economic salvation. Once again, the old truth that "black people are the last hired and the first fired" is surfacing throughout the

major employment centers in this country.

Given this economic crisis, the Kwanzaa season helps us place the question of economics on the agenda of our struggle. The eradication of our economic slave condition must

"We must be re-educated to the importance of controlling the economy in which we live by owning and operating the business in the community we live in"

continue to be a major challenge as we enter the 21st century.

It cannot be stated enough that we are far too dependent on Europeans and Asians for our food, clothing and shelter.

The principle we commemorate during the Kwanzaa season that speaks

to this issue is Ujamaa (Cooperative Economics). This principle encourages African American people "to build and maintain our own stores, shops and other businesses and to profit from them together."

In this regard, it is important, once

so we won't have to boycott and picket other people in other communities to get a job. We must understand the importance of spending money in the community in which we live.

"The neighborhoods in which you spend your money become richer and richer and the neighborhoods in which the money is taken out of becomes poorer and poorer. This creates slums — all the wealth leaves," Malcolm said.

Speaking about the economic philosophy of black nationalism, Malcolm pointed out, "Even when we try to spend money in our own community we don't. Business is controlled by outsiders who don't live in the community because we don't know the importance of owning and operating businesses ourselves. So money leaves the community in a basket at sundown. We must control our own economy."

One important activity African-American people should practice during the Kwanzaa season is doing business with each other, thus continuing this practice throughout the year.

In his classic book, *The Destruction of Black Civilization*, Dr. Chan-

cellor Williams addresses the issue of "Organizing A Race For Action."

He explains that this action should have as a major component; "The Division of Economic Planning and Development." This, he said, "should be the foundation of the organized efforts and a principal source of support and promotion of the most important activities of the whole race. A guiding principle should be that all promoted community enterprises should be cooperatively owned and controlled by the people of the community and that each enterprise be highly trained management and competent service personnel."

Dr. Williams says, "The second great understanding should be that economic activities are so fundamental in any truly upward movement, so clearly indispensable at this stage in history, that it should be unnecessary to state it even."

If we are ever to become a free and independent people, we must organize the race for action. The Kwanzaa season is a good place to start.

Dr. Worrill is the National Chairman of the National Black United Front (NBUF) located at 700 E. Oakwood Blvd., Chicago, Ill. 60653.

Question:

How did over a million men get to the Million Man March?

Answer:

By reading *City News* and other black weekly newspapers that report news and information for and about you.

Question:

Isn't it time you subscribed to the newspaper that focuses on your concerns, issues and accomplishments?

The ups and downs of politics in Essex County. As a consequence, it's obvious page A-4

CITY NEWS

1.2 MILLION MARCH

Nelson Mandela launches children's fund

Newark Y emerges from bankruptcy protection

DVincenzo proposes cut to freerholder budget

NY Cotton Exchange moves to Jersey City

Poll shows 61 percent of New Jersey residents feel threatened by violence

Celebrate a week without violence

CITY NEWS PUBLISHING COMPANY

YEARLY SUBSCRIPTION RATES

FAMILY PACKAGE
ALL 4 PUBLICATIONS
\$50

CITY NEWS
\$30
52 weekly issues of City News & 12 monthly issues of Heartbeat

MINORITY BUSINESS JOURNAL
\$15
12 monthly issues

MINORITY BUSINESS TO BUSINESS DIRECTORY
\$10
1 annual directory

NAME: _____ ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
HOME PHONE: () _____ BUSINESS PHONE: () _____

• MAKE CHECK PAYABLE AND SEND TO: CITY NEWS, P.O. BOX 1774, PLAINFIELD, NJ 07061 •

OPINION

EDITORIAL

The dead and dying of the day

I remember having to learn a poem in grade school that started with the line, "Be there a man with soul so dead..." The quotation came back to me with the reading of a newspaper story about a local woman who had been found dead two weeks after she was murdered. The man accused of the killing lived with the rotting corpse, invented communications as to why she was not home to friends, and when questioned by the police was ambivalent as to the whole affair. Just prior to this, the headlines screamed with the acts of the men who cut open a pregnant woman so they could hold the fetus for ransom.

We are dumbstruck by the daily reports of atrocities we commit against each other in the name of ideologies and emotion. An entire nation had been so hypnotized by the demagoguery of its leader that neighbors could watch friends being carted off to an anonymous death in ovens and not question the strange snake that hung over their quiet little towns. It's not just history and it's certainly not just the news of foreigners. It's us and it's in our entertainments and the entertainments of our children. We have become so exposed to horror and bloodletting that it no longer looks like criminal behavior. Savagery has become a narcotic and we have become so addicted that we can no longer tell what is right or wrong.

It is not just acts of murder but it is in the criminal behavior of our politicians. We are ambivalent and we are morally bankrupt. Our children have seen our shame and they don't know to hide their faces because we have taught them well.

We, who are the spiritually dead, salute you.

Visiting Nurse and Health Services Thanks you

Visiting Nurse and Health services and its subsidiaries, Visiting Nurse Affiliate, Visiting Home Care, and Tri-County VNA would like to thank all the wonderful people who made donations and to those who gave of their time to the agency during the year 1990. Your generosity to assist VNH in meeting the diversified health care needs of the residents in Union, Somerset, and Middlesex counties is deeply appreciated. With your continued support and friendship we look forward to another successful year. Best wishes from the Board of Trustees and the staff of VNH for a healthy, peaceful, and happy new year.

PASTOR'S WORD

Who shall inherit the earth?

by Reverend Reginald T. Jackson and Reverend Ralford S. Wheeler

No one can argue that the year 1990 was not a tumultuous year. On the national, state and local level things were in upheaval as much change and challenges took place. Now we begin our journey into another year, 1991.

As we look at the unresolved matters of 1990 and look at the calendar for 1991, it is clear that this year will be no less tumultuous. And fortunately the ones who are most negatively impacted by all that has gone on, and what lies before us, are the minorities and the poor.

In 1990, minorities and the poor became scapegoats for every major problem this nation has. The budget deficit, the welfare state, crime and drugs, financial breakdown—you name it and minorities and the poor were blamed for it. It does not matter that their perception is wrong; that reality does not substantiate their notions or ranting, but it gets good play and makes fair conservatives feel justified for their indifference, insensitivity, and greed.

The poor have not only been scapegoats, they have been the whipping post for the Congress, talk radio, far right conservatives, and a host of other culprits. The poor are the most vulnerable group in this country and so it is easy to beat up on them. They have next to no one to speak up for them, and hardly anybody willing to fight on their behalf. Most of the poor don't read newspapers, don't look at the news, are not aware of what is being done in Washington or at the

state house or how it impacts them. They don't know when what's been done becomes effective and that they will suffer the repercussions.

The poor also become the victims of those who claim to be serving them, but in truth, use the plight of the poor to enhance and benefit themselves. We know too much of this in 1990 and unfortunately will probably hear too much more about it in 1991.

To tell you the truth, hardly anyone can leave the poor. All of the discussion and debate is about capital gains and tax cuts for the wealthy, saving the middle class and balancing the budget. The only discussion about the poor involves cutting—cutting welfare, food stamps, public housing, school lunches, and oh yes, tax credits for the working poor.

Those blacks who feel we've arrived at being middle class need to be careful and take a second look. We enter stop looking down on those who we consider poor and get with indifference on their plight. Not a minority, but most of the poor in this country are the working poor. These are the people who work for minimal wages. If the truth be told, most of us, black and white who consider ourselves middle class, are only a layoff notice and two paychecks away from being poor. And lest we remind you, we do live in the age of downsizing and privatization.

But what really scares and fights for the poor? Why is it so easy to dump on and whip the poor? To scapegoat and belittle the poor and feel no shame or fear, no responsibility for it. It's because the poor are their own worst enemies. They have no unity besides their common plight, they are not registered or do not vote against those who vote against them. They lack the self-esteem or the drive that will cause them to reject their status.

With all the great issues and major problems facing us in 1990, nothing will be more important than what happens to the poor. And no nation, including this one, as great as it is, can remain great without addressing the problem of the poor. Already we see the effect on this nation, for with all the rhetoric we've heard about protecting the middle class, the middle class is getting larger and larger. Do what it may but this nation will have to deal with the issue of poverty.

Finally, whoever takes a genuine and sincere interest in helping to unify, empower, and lift the self-esteem of the poor will not only bless the poor, but also this state and nation and strengthen and brighten what seems like a poor future.

by Connie Woodruff

For some of us 1990 was a very good year. For others, they must count themselves lucky to have just survived the constant upheaval and turmoil visited on many black communities.

There's that unfortunate group of folks—politicians in particular—who considered 1990 a bummer. A real downer. One of the low points in their lives and their careers. Just when blacks were beginning to make concrete political gains, something happened on the way to unprecedented victories. It causes us to wonder what lies ahead for black elected officials in 1991.

We do not rejoice and we have profound sympathy for the politically powerful who fell from grace in 1990. They who were convicted of a multitude of sins that changed their lives, and ours, as the sad news of their political demise made headlines and international headlines. It ought to come as a warning that Big Brother is ever vigilant.

Of course there was some happiness. For instance, Rev. Alfred Steele of Passaic and the voters who elected him to the Assembly seat are ecstatic with the results. Rev. Steele is credited with working hard to get beneficial results for his constituency in cities like Paterson (his home base) and Passaic, where change is sorely needed. His election brings to the number one of black legislators in New Jersey. He adds to the Democratic strength in Trenton.

Out west, San Francisco's new mayor Willie Brown may give New York's Mayor Sharpe James a run for his money in generating national publicity. Willie Brown dominated California state politics for years before the electorate voted in favor of term limits for state legislators. Now a man to weep and wail, Brown immediately threw his hat into the ring for San Francisco's high profile mayoralty seat and won although he kept referring to himself as the under-dog in this campaign. He's in an excellent position to move on to higher ground one of these years and will probably do so once he has tired of

conquering this wild, wild city where practically anything goes.

Willie and "Frisco" will go well together. He's known for shooting from the hip and this city is known for shooting its public officials whenever there is a disagreement on anything.

As I see it, San Francisco, a beautiful, fun city with its abundance of atmosphere, is tailor-made for the flamboyantly shrewd, business-oriented, wheeler-dealer Willie Brown.

✓✓✓

First-time mayor, Lloyd Adams, takes over as the chief executive officer of Savannah, Georgia on January 1st. Adams, publisher of a weekly newspaper is just the opposite of Willie Brown. Adams' opponent, the city's first female (white) mayor, was bitter about her defeat but Adams had the solid support of local churches and a black population of nearly 50 percent.

He takes over the helm of the city at a time it is trying to get rid of its reputation as a tourist attraction like near by Myrtle Beach and Hilton Head Island.

As I see it, Mayor Adams is more than equal to the task of making Savannah a Mecca of southern hospitality for winter weary northerners and entrepreneurs looking for new business opportunities south of the Mason-Dixon line.

Speaking of change, we must take a good look at Gary, Indiana, recently joining cities like New York, Los Angeles, Philadelphia and Chicago in replacing black mayor with whites.

When Scott L. King became mayor on January 1, he will be the first white chief executive Gary has had since 1967 when Richard C. Hatcher made political history.

Gary is the only Indiana city with a black mayor. After Hatcher, the city was won by Thomas V. Barnes who was joined by Hatcher in pleading for the election of an "independent" candidate. King, a well known lawyer in the area, is a white Democrat and the conventional wisdom was that the predominantly Democratic (black) electorate would

See AS I SEE IT page 1

Can you separate the message from the messenger?

by Michael Blackmon

Have you looked closely at a dollar bill? If you haven't, take one out of your wallet and examine it. What do you see? Serial numbers? Washington, D.C.? May be, strength and confidence, everything that makes this country great? Or maybe you see the face of a slaveowner? Since the recent Million Man March, organized by the controversial Minister Louis Farrakhan, a fair question has been raised: "Can you separate the message from the messenger?" If history is an indicator, America has always answered with a resounding, "yes."

George Washington, in many circles, is hailed as the most patriotic of all Americans. He is known for the strength and the leadership he provided in removing the tyrannical British from our land. He practiced democracy as our first president and is now revered as the "Father of our country." Yet, he not only tolerated, but participated in one of the cruelest acts ever known to man. He practiced democracy as a slaveowner. America has since washed his hands of those deeds and placed his face on our most prized possession. Thomas Jefferson is the author of the Declaration of Independence. But while he declared all men equal, he also owned slaves. Abraham

Lincoln successfully fought to keep this country unified, then proclaimed that the differences between the black and white races would forever keep us separate.

Can you separate the message from the messenger? Can you not? When the Million Man March neared, the media focused on the politically incorrect speeches of Farrakhan, and only praised the goals of the event as mere afterthoughts. Anyone daring to take the same approach in appraising the accomplishments of Lincoln, Washington, Jefferson or any other historical leaders would be deemed an unpatriotic trouble maker.

Someone once wrote, "Prejudice

is a time saver because you can form an opinion without examining the facts." When it comes to Farrakhan most Americans are time-saving geese. Unfortunately, humans do make mistakes. But great men are respected because they did not deny their strength to stand up for what they felt is right, even when others criticize them. Farrakhan is no saint, but his ability to organize a peaceful gathering of one million African-American men speaks volumes about his importance to the entire country.

Can we separate the message from the messenger? Haven't we all ready done so?

Where have all the Panthers gone?

By Otis Johnson, Ph.D.

The recent Million Man March and National African American Leadership Summit have raised an important question:

Whatever happened to the Black Panther Party? The BPP struggled against police brutality, drug abuse, inadequate housing and healthcare, miseducation, complacency, a corrupt judicial system, and racist capitalism. The same issues raised by the MMD and the NAALS.

Born in Oakland, Ca. in 1966, the BPP peaked as an international organization in 1968-1969 with as many as 5,000 members and many more supporters. Unfortunately, by the fall of 1974, the organization had really become a small local group in the San Francisco Bay Area.

CHILDWATCH

By Marian Wright Edelman

If you believe the politicians who claim they're helping our children by balancing the budget, take a closer look at what they're really helping.

If the cold-hearted, anti-child black grant and budget cut proposals passed by the Senate and the House become law, the rich will get richer, and children and the poor will get poorer and sicker.

Here are just a few of the immoral, unjust changes Congress is proposing under the guise of welfare and Medicaid "reform," which only President Clinton's unwavering moral leadership can prevent:

• While the richest 1 percent of individuals in the country would get a tax break of at least \$12,000 a year, nearly 7 million children would lose basic health care coverage and the guarantee of childhood vaccinations.

• While the richest 3 percent of corporations would get a \$121 billion depreciation tax break over 10 years, 14 million low income children would lose food stamps and nutritious meals.

• While the richest 3 percent of citizens would get a \$92 billion capital gains tax cut over 10 years, low-income working families would get a tax increase totaling \$41.5 billion over seven years.

150,000 children with disabilities would lose cash assistance to pay for wheelchairs and other special needs.

• While the rich got richer, more than 3 million poor children would lose help their families need to pay rent and buy clothes, as Aid to Families with Dependent Children was cut and permanently dismantled.

We must not stand by silently and let our tax dollars be used to support such unjust choices, which will leave millions of children poorer.

Before we do anything else to do, please go to your phone. Call the White House Comment Line, at (202) 456-1111, and leave this message for President Clinton:

"Don't abandon America's children! Don't sign any welfare or Medicaid 'reform' bill that makes more children poor, sick, hungry, or at risk of neglect or abuse."

Yes, our children need a balanced budget to protect their future—if it does fairly. But many children won't survive to see that future if the budget gets balanced on their backs. If you and I don't stand up for our children now, we will bear some of the responsibility for the harm these proposals will cause children if they become law. We must be our children's voice and this nation's conscience, when it comes to protecting our children. Let the President know that we expect him to preserve our nation's moral compact, made under President Roosevelt, to protect children—in

historical amnesia and distortion.

What can we do?

First of all, we must recognize that some of our most talented BPP leaders are currently political prisoners, prisoners of war, and political exiles. I'm thinking of Gerónimo Jigga Pratt, Assata Shakur, Mumia Abu-Jamal, Mutulu Shakur, Sekou Odinga, Sundatta Acoli, Mondo Langa, Albert Washington, Abdul Haq, Herman Bell, Gary Tyler, Jailil A. Muntana, and Russell Cinque MacDonald.

These comrades risked their lives for our liberation and upliftment. We must bring all these brothers and sisters home by any means necessary. We cannot rest until they are with us. We must demand pardons, new and fair trials, recognition of their political (and not criminal) status, and the end to the war against

radical and progressive black leaders and organizations.

We must correspond with these leaders to let them know that we love and miss them. Since almost every body in the black community has relative or friend in prison, we know that the legal and prison system criminalizes and dehumanizes our people.

What we may not know is that the system isolates and tries to break our revolutionary leaders psychologically. In fact, it isolates them physically, then abuses them from prison to prison, denies them adequate medical treatment; it limits their communication with the outside world; it makes their spend as much as 23 hours a day in solitary confinement. In short, it systematically violates their human rights!

See PANTHERS/page

The rich will get richer unless we act

whatever state they lived in, whatever parents they changed to inherit.

Marian Wright Edelman is the president of the Children's Defense Fund, and a leader of the Black Com-

munity Crusade for Children (BCCC), whose mission is to leave no child behind. For information on how you can join the Crusade, call 1-800-ASK-BCCC.

CITY NEWS

Publisher

Henry C. Johnson Ph.D.

Executive Editor

Jan M. Edgerton Johnson

Associate Editor

Sandra Wright

Assistant Editor

Charles Chynow

Director of Advertising Sales

Lorraine Davis Hickman

Contributing Writers

Connie Woodruff, Rev. Reginald Jackson, Asks Muhammad, Julian Robinson, Michael Burton

Composition & Layout

Sandra Wright

Steve Green

City News

The Heartbeat of the City

Family Package

\$50

Subscribe today and don't miss a beat!

✓ appropriate box to indicate subscription desired.

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Business Phone _____

Make check payable and send to: City News, P.O. Box 1774, Philadelphia, NJ 08106

SUBSCRIPTION FORM

☐ \$30 CITY NEWS

☐ \$15 MINORITY BUSINESS JOURNAL

☐ \$10 MINORITY BUSINESS TO BUSINESS DIRECTORY

☐ SEND ADVERTISING INFORMATION

YOUTH BEAT

PHS Chorus needs help for European tour

PLAINFIELD—The Plainfield High School Chorus is about to embark on a musical tour of Austria, Germany, this spring (April 8-14) during the Easter break, with the support of our citizens.

Austria, renowned for centuries as a cradle of art and culture in Europe, is celebrating its millennium (1000 years as a nation state) by inviting a limited number of American performing groups to grace its concert stages.

Stefanie R. Minatke, choral director at Plainfield High School, was contacted by the sponsoring organization, First American Encounters (FAE), this past May and extended the invitation to participate in the "Musical Salute to Austria." The choral group will perform in Vienna, Salzburg, and Munich, Germany.

FAE will make all performance arrangements, provide the publicity, the hotel accommodations, two meals

a day, sight-seeing, and all the meeting and greeting assistance necessary to make the performer's stay enjoyable.

The Plainfield High School Chorus will perform locally on January 25, 1996.

The chorus is a jewel in the crown of Plainfield. It provides not only pleasure but it is proof positive of the city's possibilities. These preparations will take money. In order to defray the 70,000 dollars necessary to take these children across the Atlantic for the opportunity of a lifetime, all their friends and neighbors are being asked to contribute. Verbal support is wonderful but financial support is paramount to make this experience come true.

Please make all checks payable to Plainfield High School. You will help these children and you will make history. For further information call 908-753-3314 from 9:00 a.m. to 2:30 p.m.



EAST ORANGE—The gift of sharing and caring put Yuletide smiles on the faces of nearly 100 needy children from East Orange during St. John's Lodge, No. 43, F&M, P.H.A.'s Annual Christmas Toy Drive held at the Lodge in East Orange on Saturday, December 16. The Annual Christmas Toy Drive was organized by St. John's Lodge's Worshipful Master Allen Hargrove. An East Orange based charitable organization, St. John's Lodge, No. 43 has continued to serve the needs of those less fortunate for the past 100 years. Pictured with the delighted children and Santa are members of St. John's Lodge, F&M, PHA, and the Division of Youth and Family Services (DYFS).

Parenting for education

By Vivian W. Owens

If given the choice of a gift for your child, would you choose a book, sports shoes, or name-brand jeans?

Every day in my classroom, I can easily spot the choices parents make. Quite often the student who reads his textbook easily and has no difficulty in receiving instructions for an assignment brings with him a history of reading books at home. Students like this tell me they receive book gifts for birthdays and other special days. When Tabby Jones makes the Honor Roll, her father rewards her with a nice new hard back book, and he never quibbles over the cost. Ricky Blake's grandmother allows him a paperback book gift every Saturday morning, following their outing. On a regular basis, one mother buys books from the supermarket costing less than one dollar each for her 2-year-old and her 4-year-old, because she wants them to know that books should be a part of their everyday living.

Why do parents and grandparents give book gifts? They have made

the connection between books and learning and education.

When you give a book gift, you place a high value on reading. Your child realizes, then, that reading is more precious to him than diamonds or rubies. With an increasing reading ability, his thinking skills improve, his knowledge grows, his language proficiency soars, his vocabulary leaps, and his self-esteem blossoms. Every academic course he ever takes is made easier if he reads often, as reading is necessary for all courses, including mathematics. Basically, books spawn reading, and reading spawns learning. Learning is the backbone of education.

For babies and other small children, parents should read a story at least once a day. This can be accomplished just before an afternoon nap or before bedtime at night. You will eventually find yourself relaxing and enjoying storytime with your children. You will also notice the easy, beautiful development of language in children who receive daily 20-minute readings.

Kid's share pix cross country

ELMSFORD, N.Y.—Fuji Photo Film U.S.A., Inc. is again inspiring kids all across the country to sign up and become "Junior Journalists" through its Fujifilm PhotoPals™ program. This year's curriculum introduces an exciting new element into the educational mix, by asking students to report on their Images Of Excellence using the magic of photography, writing and communication.

Now entering its fourth year, Fujifilm and Scholastic, Inc., team up once again to introduce students to photography, while expanding their imagination and creativity in the classroom.

Students from third, fourth and

fifth grade classrooms are matched up with other students across the country, helping them explore far away communities while joining in on all the fun that photography has to offer. The program is based on the conventional pen pals concept and takes it a step further by having the

children exchange photos, as well as essays.

There will be two winning classes, with each teacher receiving a Fujifilm Discovery 270 Zoom 35mm compact camera and each student, a Fujifilm SMART SHOT 35mm camera.

One winning family will earn a two night and three day all-expense paid trip for four to the U.S.A. Track and Field Trials in June 1996, to be held in Atlanta, GA. For additional information on how and when to enter, call Fuji at 914-789-8145.

New year's resolution: save energy

With the beginning of the year upon us, many people make new resolutions. This year, add one more resolution to your list—save money and energy in 1996. Your local utility, Public Service Electric and Gas Company (PSE&G) has some helpful hints that can aid you to stick to your new year's resolution, while promoting a cleaner environment.

During the winter months, you can save money by lowering your thermostat while maintaining comfort. For example, if you usually set your thermostat at 69 degrees, you can reduce your heating bill by 12 percent by lowering it to 65 degrees. An additional one percent savings can be gained for each degree you lower the setting for an eight hour period, such as when you go to bed. The U.S. Department of Energy (DOE) recommends lowering your thermostat to 60 degrees when you go to bed at night.

If you have central air conditioning you can save energy the same way during the summer. A setting of 78 degrees is recommended by DOE. For every degree higher you set the thermostat, you can save approximately 7 percent in cooling costs.

In addition to maintaining a reasonable temperature setting, also remember to clean or replace air conditioning filters once a month to ensure optimal running efficiency. Dirty air filters make your air conditioner work harder and use more energy to cool the house. You can ration the cool air by closing off any unoccupied rooms and considering using a fan to evenly distribute the air in your living space.

To make it easier to regulate both heating and cooling settings at different times of the day, you may want to consider using an automatic setback clock thermostat. The clock thermostat will automatically adjust the temperature during different times of the day, so that you don't waste energy when you're not at home. These

devices are found at most home improvement stores and are relatively inexpensive.

Hot water is something we use every day of the year. However we usually don't think about the energy it takes to heat the water. A family of four can spend in excess of \$400 dollars a year on water heating (based on a 4,500 watt quick recovery water heater). If your water heater is inadequately insulated, wrap an insulating blanket around it to minimize energy loss. Remember to insulate the first 15 feet of pipe leading from your unit. Be sure to read the instructions on the kit carefully and don't insulate over any doors, vents, or relief valves. Also, most water heaters are set for 140 degrees F or higher. Rarely will you need water that hot unless you have a dishwasher without a temperature booster. By lowering the setting to 120 degrees F, you could save more than 18 percent of the energy consumed at a higher setting.

Your appliances are also used on a daily basis without a second thought. Although the annual cost for a 1,100 watt toaster, used twice daily, only amounts to \$3.42; when combined with other appliances, the energy costs add up. A 19 cubic foot, frost free refrigerator is a bigger energy user and costs about \$292.00 a year to

operate. When purchasing new appliances, consider the amount of energy the appliance will use.

To make energy conscious choices, check the black and yellow EnergyGuide label found on major appliances. These labels compare the energy costs of similar models. Many refrigerator and freezer models offer a power saver switch to reduce the energy consumption on frost-free models as well as a magnetic door gasket to keep the refrigerator air tight. Appliances with energy saving features may cost initially, however this upfront cost can be justified by the savings of lower monthly utility bills.

To estimate the operating cost of any appliance, use this simple formula: 1) Find the wattage of the appliance. 2) Estimate the number of hours the appliance is used during the month (or year). 3) Multiply these two numbers and divide by 1,000. 4) Multiply the result by the rate per kWh (current rate can be found on your utility bill). This will give you the estimated operating cost for the appliance for the month (or year).

For more information on how you can save energy and money on utility bills year round, contact PSE&G's Conservation center. Call (800) 854-4444, 24 hours a day.

ARE YOU EXPERIENCING ASTHMA SYMPTOMS?

WHEEZING, SHORTNESS OF BREATH, COUGHING, AND/OR CHEST TIGHTNESS?

VOLUNTEERS ARE NEEDED TO TO EVALUATE AN INVESTIGATIONAL TWICE-A-DAY MEDICATION

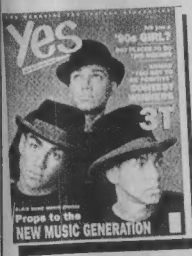
*Ages 12 and up, in good health except for asthma.

*No cost for office visits, pulmonary function test, study medications.

*EKG and laboratory test

*Qualified participants will receive up to \$1000 at the completion of the study

For information, call Asthma & Allergy Research Center
201-982-ASMA (2762)
at the UMDNJ - New Jersey Medical School



Subscribe to YES Magazine

Send your check or money order for \$15 for each subscription to:

YES Subscriptions
PO Box 191
Plainfield, NJ 07060

For more information:
Call 1-800-9-YES-MAG

ARTS WEDNESDAY

'Say it Loud,' art in the Atrium

by Arthur Bolden

What can we do today to reimagine the essence of the Harlem Renaissance, to make it more than a past commodity in the art world, to render it more substance than form? Art in the Atrium Inc. addresses this question by heralding the arrival of Black History Month with its fourth annual exhibition of African-American art, "Say it Loud," at the Atrium Gallery in historic Morristown, New Jersey.

This provocative exhibit, which is, at once bold, witty, joyous and contemplative will open January 22, 1996, run through February, which is Black History Month, and close on March 22, 1996. Patrons and art enthusiasts are invited to view the exhibition from 9 a.m. to 5 p.m. on weekdays only.

Some of these works are currently held in collections at such prestigious institutions as The American Museum of Natural History, Brooklyn Museum, Cornell University, Howard University, Library of Congress, Metropolitan Museum of Art, Newark Museum, New Jersey State Museum, University of Ghana and the Schomburg Center.

Members of the workshop have received numerous awards and prizes for works of such highly esteemed grand masters as Anthony Barboza,

Louis Draper, and Frank Stewart as well as those of Adger Cowan, Daniel C. Dawson, Mbert Fennar, Ray Francis, Herman Howard, Steve Martin, Toni Parks, John Pinderhughes, Herb Randall, Herb Robinson, Sa Rudolph, Beauford Smith, Ming Smith, Shawna W. Walker and Calvin Wilson hang ceremoniously on two floors of the gallery.

"Say it Loud" also showcases the works of prominent artists of national and international acclaim. Most of these contemporary artists are from New Jersey including such established professionals as Alonzo Adams, Bradford Brown, Desiree Cicco, Roy Cresse, Elsie J. Caldwell, Gladys Barker Grauer, Nora Green, Davis Hannah, Verna Hart, Willa Hayes, Richard Haynes, Lester Johnson, Dr. George S. Lassiter, Vivian McDuffy, Russell A. Murray, Michael Oglublie, Janet Taylor Pickett, Tysing Smith, Gwen Verner, Larry Walker, Bissa Washington, Sylvester White and Lydia Watson.

The opening night gala reception slated for January 26, 1996 will officially introduce the exhibition and many of the artists, who will be available to discuss their works.

"We believe that it is important for the enthusiast to hear the artist's own words concerning the motivation, choice of medium and colors

behind each specific work," says co-curator Oliphant of the Peter Joseph Gallery in New York. The jazz offerings of the stylish Haven Clayborne Quartet will serve to enhance this most anticipated visual arts presentation.

"Say it Loud" was organized and implemented by Art in the Atrium Inc., a contemporary non-profit community organization whose goal is primarily to promote communication, sensitivity and fellowship within culturally diverse Morris County, New Jersey, through visual arts.

Directors of Art in the Atrium Inc. include Arthur Bolden, Jacquelyn M. Bolden, Charles D. Craig, Victoria C. Craig, Anita Spivey-Deit, Linda A. Harley, Cardell Oliphant and Russell A. Murray.

The exhibition is totally underwritten by community organizations, corporations and private citizens. Major funding was provided by AT&T, The Black United Fund of New Jersey, Chemical Bank of New Jersey, Jersey Central Power & Light Co., and RE/MAX at Morristown.

The Atrium Gallery is located in the Morris County Administration and Records Building, Court Street, Morristown, New Jersey. Ample off street parking is available. Admission is free. For additional information call 201-285-6040.



The Fisherman, "60x48," acrylic on canvas by Dr. George S. Lassiter.

Local designer stitches African fabrics into everyday life



Jackie Robinson at Fabric Land's Kwanzaa fashion workshop.

by Maria Boyes

PLAINFIELD—Kwanzaa may have come and gone but African prints can be worn all year long if you know how to incorporate it into your wardrobe. Plainfield designer Jackie Robinson spoke to a room full of people, this past month, at a Kwanzaa Fashion Workshop at Fabric Land in North Plainfield.

Since traditional African prints tend to be busy and often bright, many people are intimidated by them and not quite sure how to wear them. Ms. Robinson demonstrated this by hold-

ing up several bolts of African prints during her personal collection that this print, "I am not going to wear it from head-to-toe" she said about many of the cloths. "Instead, I prefer to coordinate the African prints with solid colors, and then I can wear it year 'round."

Ms. Robinson brought in several examples from her personal collection that showed the variety of options. African prints were used as collars, cuffs and yokes on shirts and jackets. She suggested making lining or geometric cut-outs for use as plaques on vests and coats, or creating coordinated accessories such as belts and hats. The possibilities are endless and all you need is your imagination.

"I'm really going to look into using more African fabric," said Willa Geiger, of Plainfield, after attending the workshop. "She showed us some beautiful combinations and gave us the actual knowledge of how to put it all together."

Another spectator was similarly inspired. Vanna Williams, of North Plainfield, said "we, as African American women, who are getting more into our culture and heritage, should know how to incorporate these fabrics into modern day society for work,

for socializing, for every day."

"I felt really good today," said Plainfield resident, Sylvia Kirkland.

"The fact that you could see what she's done, helps you to develop your own creativity. It's exciting!"

And the adaptation doesn't have to stop with your wardrobe. Ms. Robinson had several examples of home furnishings made with African fabric from the Home Decorating Department at Fabric Land. Think curtains, pillows and table runners. Many of the samples mixed beautifully with typical home decorating colors, such as brown, beige and burgundy. So, add a little kente to your life!

Club Bené Rt. 35, So. Amboy, N.J. 08879 Res. 908-727-3000		
Jan-12 Faith Evans	Jan-14 Special EFX	Jan-27 Jamie Foxx
Feb-4 Tommy Davidson	Feb-9 Guitars & Saxes Peter White Mare Antoine Rick Whalum Rick Bran	Feb-16 Just Saxes Gerald Albright George Howard Everette Harp Walter Beasley

The Tony Rich Project: the first chapter

In an age where some say musical clones proliferate, his music is distinctively different. A unique blend of hip, acoustic folk, flavored pop, sweet and sensual soul and thoughtful lyricism, Tony Rich's music reflects his consummate skill as a modern day story teller.

He writes from the heart and his name itself is an apt description for the songs he writes, rich in real experience and raw emotion. In his new album "Words," he says, "I am telling a story from beginning to end. It's like a movie about my life, my experiences, my observations."

Born in Detroit, Michigan of a musical father, Tony was encouraged to develop his own skills. He matured early and was fortunate to be introduced to producers who took an avid interest in his talent. From working with Dallas Austin, he was introduced to Pebbles who recorded four of his songs. The songstress introduced Tony to her husband/producer "L.A." Reid at LaFace and in turn began to work with all of their stars. With Tony's own album "Words" he is looking at his own career as a recording artist as different episodes in a story. This is just the first chapter.

Freedom on My Mind airs January 15



Freedom on My Mind, a grass-roots civil rights movement of black and white activists finally brings real political change to Mississippi, but the struggle takes a tragic human toll. *Freedom on My Mind* presents the personal stories of brave individuals who challenged some of the most powerful political forces in the country. Aired on PBS, January 15 at 9 p.m.



**Award-winning...
Provocative...
And on target.**

Tune-in every Tuesday evening at 6:30 p.m. and Sundays at 11:30 a.m.

Karen Smyles
Host



Another View

The Public Affairs Program for the African American Community



THE NEW JERSEY CHANNEL

Channels 23/50/52/58 • All New Jersey cable systems • 609-777-5030
Simulcast on NJN RADIO 88.1 FM serving central and southern New Jersey.

BILBOARD
JANUARY 4 THRU FEBRUARY 4
MORRISTOWN—64 Charing Cross Road at the Bickford Theatre at the Morris Museum. For info call 201-538-8069.

JANUARY 5 THRU JANUARY 7
ENGLEWOOD—The Confessions of Stephen Facht starring Roscoe Orman at the John Harris Theatre 200 North Van Brunt St. Englewood. For more info call 201-567-3600.

SUNDAY, JANUARY 7
WOODBRIIDGE—Landmark Inn Dance Party Rouse 169 Woodbridge. Dr. 909-636-2700. Info. 908-462-2406.
DANCE PARTY: The Gaze House Grand Opening (Ages 20+ & 40+ only) Dance Party. Dr. 201-669-1114. Info. 908-462-2406.

JANUARY 7 THRU FEBRUARY 18
SUMMIT—An exhibition, "Lula Cruz Ascaras: A Painter's Passages" at the New Jersey Center for Visual Arts, for more info call Audrey Palminteri at 908-273-9121.

JANUARY 9 - FEBRUARY 18
NEW YORK—"King Lear" starring F. Murray Abraham at the Public Theatre 425 Lafayette St. between Astor Pl. For more info call 212-250-2400.

JANUARY 13 THRU FEBRUARY 18
NEW BRUNSWICK—All at Crossroads Theatre. For info call 908-243-5550.

SUNDAY, JANUARY 14
NEWARK—Music By Beethoven, Mendelssohn Concert, 3 p.m., NJ Symphony Orchestra at Newark Symphony Hall. For info call 1-800-ALLEGRO.

FRIDAY, JANUARY 19
WATCHUNG—Comedy Night In Watchung, 8 p.m. featuring Nancy Friedman, John McMinimen, and Gene Hochman at the Watchung Arts Center. For more info call 908-753-0190.

JANUARY 20 - FEBRUARY 11
NEW BRUNSWICK—Enlites at the George Street Playhouse. For info call 908-246-7717.

SUNDAY, JANUARY 21
NEWARK—Sing in Praise of King, annual tribute to Dr. Martin Luther King Jr. 3 p.m. For info call 201-673-6454.

NEWARK—Preservation Hall Jazz Band, 3 p.m., NJ Symphony Orchestra at Newark Symphony Hall. For info call 1-800-ALLEGRO.

SUNDAY, JANUARY 28
NEWARK—A Tribute to Ulysses Kay Concert, 3 p.m., NJ Symphony Orchestra at Newark Symphony Hall. For info call 201-624-9723 x 216.

WEDNESDAY, JANUARY 31
NEWARK—African American History Month vendor's day and art opening at Essex County College. For info call 201-877-3298.

SATURDAY, FEBRUARY 3
NEW YORK—MCNY Celebrates Harlem's Musical Legacy in February, Gallery Talk, 2:00 p.m. at the Museum of the City of New York. For more info call (212) 534-1872.

SUNDAY, FEBRUARY 4
NEW YORK—Rhythm of the City Jazzing Women 3:00 p.m. at the Museum of the City of New York. For more info call (212) 534-1672.

FEBRUARY 6 THRU 25
PRINCETON—Greensboro-A Requiem by Emily Mann at the McCarter Theatre. For info call 609-683-8000.

FEBRUARY 14 THRU MARCH 24
MILLBURN—World Premier of Comfortable Shoes by Clint Holmes at the Paper Mill Playhouse. For info call 201-376-4343.

FEBRUARY 17 - MARCH 10
NEW BRUNSWICK—Chess Sentiment at the George Street Playhouse. For info call 908-246-7717.

MARCH 2 THRU APRIL 7
NEW BRUNSWICK—Fear Itself at Crossroads Theatre. For info call 908-249-5590.

MARCH 12 THRU 31
PRINCETON—The Misanthrope by Moliere at the McCarter Theatre. For info call 609-683-8000.

MARCH 14 THRU APRIL 14
MORRISTOWN—Driving Miss Daisy at the Bickford Theatre at the Morris Museum. For info call 201-538-8069.

MARCH 16 - APRIL 21
NEW BRUNSWICK—The Miracle Worker at the George Street Playhouse. For info call 908-246-7717.

APRIL 3 THRU MAY 26
MILLBURN—Call Me Madam by Irving Berlin starring Leslie Uggams at the Paper Mill Playhouse. For info call 201-376-4343.

APRIL 20 THRU MAY 26
NEW BRUNSWICK—The Seeress - Her Porch at Crossroads Theatre. For info call 908-249-5550.

MAY 4 - JUNE 2
NEW BRUNSWICK—Twist at the George Street Playhouse. For info call 908-246-7717.

ALL TOGETHER AS ONE

THE SPIRIT OF KWANZAA



AMALGAMATED PUBLISHERS, INC.
NEW YORK • CHICAGO • LOS ANGELES



*Take a moment to
capture the holiday spirit.*



Every holiday is a celebration bursting with special moments.
Each different. All memorable. So this season, take a moment to
capture them all on Kodak Gold film. No other film offers truer, more
consistent color, picture after picture. And the best part is,
it only takes a moment.

A Kodak moment on Kodak Gold film.



KWANZAA: "ALL TOGETHER AS ONE"

A community that's able to *collectively* encourage *self-determination* and celebrate all *economic* success in *unity* with a *purpose* that's *creative* and filled with *faith*, is a community that possesses the core elements in the spirit of Kwanzaa!

Kwanzaa is an African-American cultural celebration from December 26th to the 1st of January, by a set of prescribed rituals and ceremonies honoring the Seven Principles or Nguzo Saba. Kwanzaa is not a Christmas or Hanukkah holiday.

Kwanzaa was introduced to the United States by African-American Dr. Maulana Ron Karenga in 1966. Dr. Karenga is also a member of the cultural nationalist organization US. In Dr. Karenga's research of African-American history he learned that the ancestors of many African-Americans came from the Western part of Africa. Many of the tribes that African-Americans descended from have their own languages and ways of communicating. Dr. Karenga searched for an African language that represented all Africans to explain the Kwanzaa holiday. He chose Swahili, an East African language that is not tied to any specific ethnic group or tribe.

Dr. Karenga created the holiday name Kwanzaa from the East African Swahili word *kwanza*, meaning "the first." *Matunde ya kwanza* is a Swahili phrase meaning "the first fruits." The extra "a" in the Kwanzaa holiday name gives the word seven letters, one letter for each of the Nguzo Saba are the Seven Principles at the heart of the value system of Kwanzaa.



THE SEVEN PRINCIPLES OF KWANZAA

UMOJA ▲ UNITY Helping each other stay together as families, communities, a nation, and a race.

KUJICHAGULIA ▲ SELF-DETERMINATION

The right to decide who we are, what our names will be, what we will become, and what we will create for ourselves.

UJIMA ▲ COLLECTIVE WORK AND RESPONSIBILITY We should build and take care of our communities working together to solve our problems.

UJAMAA ▲ COOPERATIVE ECONOMICS

We should build and maintain our own businesses and profit together.

NIA ▲ PURPOSE We should make our people and com-

munities as great as they can be. We can do this by taking care of our homes and communities and developing the skills and knowledge of all our people.

KUUMBA ▲ CREATIVITY

We should do as much as we can, in our unique way, to make our homes and communities more successful and beautiful.

IMANI ▲ FAITH

Continue believing with all our hearts in the worth of African-Americans. We believe in the struggle toward victory, and we are living examples of persevering with faith in our hearts.

Dr. Karenga's use of Kwanzaa came from the African celebration of the harvest, which means to gather the fruits and vegetables that were planted in the rainy season. It is an African custom to celebrate the harvest before the beginning of the dry season.

We, African-Americans celebrate Kwanzaa with our customs and culture. We welcome our families and friends into our homes to learn about our ancestry studying Africa and the history of African-Americans. We celebrate in the partaking of food, celebrating with traditional songs and dances, libation pouring, and gift giving to the children.

We at Amalgamated Publishers, Inc. wish everyone a Happy Kwanzaa!

The Economics Of Kwanzaa

BY: REGINA JINGLES

At the recent Million Man March held October 16th, in the nation's capitol, there was one defining moment that perfectly symbolized the power of Black economic unity. Upon a request for contributions made by one of the speakers, millions of Black hands suddenly shot up in the air, each one clutching a one-dollar bill. It was as if each person was committed to the principle, that at least on that day, their "dollars" would not be benefitting anyone else's community but their own. Now, imagine that economic power being harnessed by Black men, Black women and Black children, committed to the ideal of practicing Black economic unity each and every day. That power is "Ujamaa."

"Ujamaa" the fourth tenet of Kwanzaa's seven principles, deals with the concept of cooperative economics. It is the belief that if we are to succeed as a people, we must "cooperate" with one another by working together to achieve a common end control of our economic destiny. During this time of celebrating our culture and our community, we as a people must also take the time to reflect on, and come up with solutions to deal with our present economic situation.

Once again, we as a people, continue to bear the brunt of the burden during this period of company downsizing, bankruptcies and mergers. Financial uncertainty has been hitting too close to home with many of us no more than a "paycheck away from poverty." As the economic divide between Blacks and whites continues to grow, we must rely on our innate creativity to build institutions that can provide the type of economic security we have been so desperately seeking.

It has become downright critical for our survival, that we as a people close this economic divide by "voting" with our dollars. One of the first ways we can practice cooperative economics, is by spending our money with other Black businesses.

"Black-owned businesses are a living example of the Kwanzaa principle," states Celeste Morris, publisher of The Big Black Book, an annual directory of Black-owned businesses in the New York area, and president of The Black Pages Publishers Association, a consortium that represents Black business directories nationwide. "You'll find that many Black business owners use every resource they

have to making their businesses successful, in addition they are more conscious of putting those same resources back into the community" continues Morris. "By supporting Black businesses, we are creating the foundation for the rebuilding of our communities."

Numerous studies have been done concerning the power of the Black dollar. Contrary to negative news reports, we are not a "poor" people, by any means. One University of Georgia study states that "the buying power of Black Americans overall is growing faster than that of the rest of the U.S. population." This same study also states that our buying power will hit "\$399 billion in 1995!"

In addition, our population (along with "minorities" such as Hispanics and Asians) continues to grow with whites soon becoming the "minority" by the year 2000! Companies that have long ignored the Black consumer market, are now busy scrambling to make sense of the coming changes and plotting their moves accordingly. One of the hottest topics around is dealing with the "diversity" or "multicultural" issue. Unfortunately, most organizations will only be committed to the idea of how to best attract our dollars without having to give up too much of their power.

Yet, if one by one, we would spend those dollars wisely, our economic situation could be drastically different. Our consciousness would force some of the companies that have long disrespected us, to treat us in a different manner. Economic boycotts have been quite effective in getting people to "change" their ways. Black folks must commit themselves to "consciously" spending their dollars with people who "look" like them, as well as with those who have their interests at heart. As it stands now, other ethnic groups have set up thriving businesses in our communities. The dollar that turned over in our hands, turns over a few times in other communities before ever leaving. Those same dollars spent by us, are now going to help other communities grow prosperously. This must change.

In the spirit of "Ujamaa" Black folks must make the teaching of economics as basic as reading, writing and arithmetics. There must be a fundamental understanding of how a dollar can be earned, how it can be saved, how it flows in and out of a community, and the corresponding impact of our choices. We must begin to realize the importance of reinvesting that dollar. There must be the building

of, and supporting of financial institutions that will be about the business of lending money to aspiring Black entrepreneurs. And in the spirit of "Ujamaa" these same entrepreneurs will in turn be able to reinvest those funds back into these institutions to help someone else.

It is a given that there will be times when we may not have a choice where we spend our money. Yet by the same token, we as a people must still hold these businesses (regardless of who owns them) accountable. We must be afforded the opportunity to obtain positions ranging from entry-level to high-level, decision-making ones. We must demand that the businesses that profit from the dollars received from us, reinvest those dollars back into our communities. We must demand that ads that target us must be created in an accurate and holistic context and avoid the stereotyping. We should point out instances where there appears to be unprofessionalism, tempered with the spirit of love. It is only through critical feedback that we can continue to grow.

"Cooperating" in this economic system does not mean that we must always be "co-opted" by it.

During the coming holiday season, there will be many instances where we can operate in the spirit of "Ujamaa". From the decorating of our homes to the giving of gifts, thousands of Black entrepreneurs will be hoping for your support. Events such as the Black Expo and directories such as The Big Black Book, provide excellent incentives to "buy Black" by highlighting those businesses we didn't know existed, in addition to encouraging us to use them.

In this spirit of "Ujamaa" it is about supporting our Black media, our Black schools, and our Black Charities. Finally, in the spirit of Kwanzaa, it is about supporting those Black elected officials that are working to ensure our economic survival in the coming century. As the world becomes more of a "global community," we can no longer afford to sit on the sidelines wondering if we can join in on the discussion. A conscious commitment to the improvement of our economic situation would allow us to be active players on the global market. We shouldn't "buy Black" just because it's the Christmas and Kwanzaa season. We should "buy Black" each and every day of the year. In the spirit of Ujamaa, our very lives depend on it. After all, if we don't cooperate and support one another, who will?

A Bountiful Gift From Kelvin Boston

In his book, *Smart Money Moves For African-Americans*, talk show host and entrepreneur, Kelvin Boston shares seven steps that can help your family enjoy a prosperous new year. These steps include: 1) Creating a wealth building plan, 2) investing in your dreams every pay day, 3) owning a home, 4) investing in the stock market, 5) insuring your dreams, 6) owning a business, and 7) maximizing the return on your human resources.

As a Kwanzaa gift to you, we are happy to share an excerpt from *Smart Money Moves For African Americans*: *Smart Money Moves* meshes a fascination about the wealth building process with a fear of investing in stocks and other business operations. Sometimes, I whipped this fear, and sometimes this fear whipped me.

Yet, in spite of my fear, I have always benefitted. I have experienced this wealth build-

ing paradox on numerous occasions, and the fascination has often helped me increase my net worth.

Hence, it is from this perspective—a compendium exposing the yearnings of my soul, as well as the socially abused, religiously nurtured, politically underestimated, economically intimidated, and financially fascinated souls of African-Americans.

Unlike many personal economic development plans promulgated in the African-American community, *Smart Money Moves For African-Americans* is not a get-rich-quick-scheme for the masses. To the contrary, *Smart Money Moves For African-Americans* is a lifetime wealth-building strategy for African-Americans.

Reprinted with permission from G.P. Putnam's Son Copyright (C) 1996 by Kelvin Boston.

SMART MONEY MOVES For AFRICAN AMERICANS



KELVIN BOSTON

WITH ILLUSTRATIONS BY LINDA KIMBRO

JUST PUBLISHED!

At bookstores everywhere

The essential financial guide from the host of
THE COLOR OF MONEY

"Read it and prosper!" says Dennis Kimbro, author of *Think and Grow Rich*, about Kelvin Boston's wise and straightforward new book of practical financial advice on matters of particular concern to African Americans. From getting out of debt and starting an investment club to financing a family home, *Smart Money Moves* offers a concise blueprint for financial success and places the American dream within the reach of every African American.

Consult local listings for Kelvin Boston's syndicated TV show *THE COLOR OF MONEY*.

G. P. PUTNAM'S SONS

A member of The Putnam Berkley Group, Inc.



[STEPPING IN.]

Getting in and out of some sport utility vehicles can be an adventure in and of itself. Not so in the Jimmy from GMC Truck. Stepping in is easy thanks to the low step-in height --- achieved without sacrificing ground clearance.



[STEPPING OUT.]

If stepping in is easy, then stepping out is in a class by itself. Although underneath its elegant, aerodynamic skin lies the heart and soul of a GMC Truck, the truth is, when optionally equipped like the SLT model shown here, the 1996 Jimmy has a lot in common with a luxury car. There are available leather seating surfaces and a CD player, should you choose one. A remarkably quiet ride. And a host of other features you'd normally expect to find on higher priced vehicles. For more information, give us a call at 1-800 GMC TRUCK. Or better yet, step on over to a GMC Truck dealer and take a test drive.

© 1995 GM Corp. All Rights Reserved. GM, GMC, GMC Truck, Jimmy and the GMC Truck logo are registered trademarks of General Motors Corporation. Buckle up, America!

GMC
TRUCK
JIMMY
THE STRENGTH OF EXPERIENCE
Coming On Strong



HOW IS KWANZAA CELEBRATED?

Each day and night of Kwanzaa, when family members and friends meet, we ask, "Habari Gani?" (What is the news?) and for that date, hear the answer, that is one of the Seven Principles developed by Dr. Maulana Ron Karenga....

DAY	DATE	QUESTION	ANSWER	MEANING
1	December 26th	Habari gani?	UMOJA	UNITY
2	December 27th	Habari gani?	KUJICHAGULIA	SELF-DETERMINATION
3	December 28th	Habari gani?	UJIMA	COLLECTIVE WORK AND RESPONSIBILITY
4	December 29th	Habari gani?	UJAMAA	COOPERATIVE ECONOMICS
5	December 30th	Habari gani?	NIA	PURPOSE
6	December 31st	Habari gani?	KUUMBA	CREATIVITY
7	January 1st	Habari gani?	IMANI	FAITH

In the home, during Kwanzaa, in an impressive spot, there is a straw mat-*MKEKA*-on the floor or low table, spread with a variety of fruits, nuts and especially corn, in abundance, as it stands for the perpetuity of our people and representing the children in the families. A wooden or clay bowl-*KIKOMBE*-to be used on the evening of the culminating celebration-*KARAMU*. Above the mat, the candleholder-*KINARA*-stands with seven candles-*MISHUMAA*-one for each of the laws—one black in the center for *UMOJA* (Unity), three red on the left representing the struggle and three green on the right side, for a green future. The colors red, black and green should be prominent throughout the home in flags and other decor.

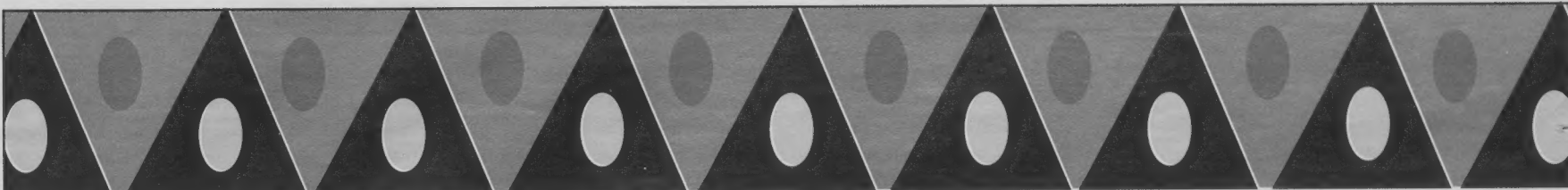
Each night, family and friends assemble, the question = Habari gani? is asked. After the answer for that date, discussion is a must! What is the meaning of that particular rule and its application in terms of the family, other relations, neighbors, African-Americans and the community, etc. Then, the candle-*MISHUMAA*-for that particular date is lit—after saluting and lighting those that came before, it continues as follows:

December 26th	UMOJA	BLACK candle lit	UNITY
December 27th	KUJICHAGULIA	RED candle lit	SELF-DETERMINATION
December 28th	UJIMA	GREEN candle lit	COLLECTIVE WORK AND RESPONSIBILITY
December 29th	UJAMAA	RED candle lit	COOPERATIVE ECONOMICS
December 30th	NIA	GREEN candle lit	PURPOSE
December 31st	KUUMBA	RED candle lit	CREATIVITY
January 1st	IMANI	GREEN candle lit	FAITH

For the big family party-*KARAMU*- at the end of Kwanzaa, all the relations have been invited. In a solemn atmosphere there is *Question, Answer, Discussion and Lighting of the Seven Principles-MISHUMAA*-ceremony for *NGUZO SABA*. Then the festivities begin. Every family has brought something for the table. Gifts are only for the children (*must always include two item, according to Dr. Karenga, in his book, KWANZAA: Origin, Concepts, and Practice*—a book and

a heritage symbol.) Cherished old tales are retold. Valuable gaps in "roots" search are pursued. Expanding knowledge of African-American history is shared. Current trends in African countries are noted. There are prayers of thanksgiving, remembered home land and Kwanzaa songs are sung. At some point during the activities of the celebration-*KARAMU*-members meeting, communal feasting, dancing, singing, rejoicing, anticipating a new, New Year—all

old and young gather in a circle. The cup-*KIKOMBE*-filled with fruit juice is handed around, as each person takes a sip and states one of the laws of the Seven Principles-*NGUZO SABA*-in proper order. Then, after every one has participated, all join hands and vow to keep to the positive values of Seven Principles-*NGUZO SABA*-throughout the coming year.



BENDERA (behn-DEH-rah) The African-American flag originally used by Marcus Garvey.

GELE (gay-LAY) An African head-wrap worn by women.

DASHIKI (DAH-shee-kee) A loose-fitting shirt worn by men, or a blouse worn by a women.

HABARI GANI? (ha-bah-ree GAH-nee) A Swahili greeting that means "What's the news of the day?"

HARAMBEE! (hah-rahm-beh) This is another greeting that means "Let's work together!"

IMANI (ee-MAH-nee) The seventh principle of Kwanzaa, which stands for believing and having faith in oneself, our ancestors, and our future.

KARAMU (kah-RAH-moo) The special feast of Kwanzaa that is celebrated with family and friends.

KIKOMBE CHA UMOJA (kee-KOM-beh cha oo-MOH-jah) The cup of togetherness.

KINARA (kee-NAH-rah) The candleholder that is lit during the time of Kwanzaa.

KUJICHAGULIA (koo-jee-chah-goo-LEE-ah) The second principle of Kwanzaa, which stands for thinking, acting, and speaking for oneself.

KUUMBA (koo-OOM-bah) The sixth principle of Kwanzaa, meaning thinking of new

KWANZAA WORDS TO KNOW

ways to do things. It also means creating something with your own hands or mind.

KWANZAA (KWAHN-zah) An African-American holiday that celebrates African-Americans and their history and culture.

KWANZAA YENU IWE NA HERI! (KWAHN-zah YEH-noo EE-weh NAH HEH-ree) A greeting that means "May your Kwanzaa be happy!"

MAZAO (MAH-ZAH-oo) The fruits and vegetables of the harvest.

MISHUMAA SABA (mee-shoo-MAH SAH-bah) The seven candles that are placed in the kinara.

MKEKA (Mm-KEE-kah) The place mat that is used on a Kwanzaa table.

MUHINDI (moo-HIN-dee) The corn that represents the children in a family. It is placed on the mkeka.

NGUZO SABA (nn-GOO-zoh SAH-bah) The seven reasons, or principles of Kwanzaa.

NIA (NEE-ah) The fifth principle of Kwanzaa, which stands for purpose.

SABA (SAH-bah) The numeral seven.

SWAHILI (swah-HEE-lee) An East African language spoken by many tribes. It is sometimes called Kiswahili (kee-swah-HEE-lee).

TAMBIKO (tam-BEE-koo) The pouring of the drink of ancestors. (Pouring the drink is also called *libation*.)

TAMSHI LA TAMBIKO (TAM-sh-ee la tam-BEE-koo) The words said when pouring the drink of ancestors.

TAMSHI LA TUTAONANA (TAM-shee la tu-TAH-o-nah-nah) This is the farewell speech of the main Kwanzaa celebration.

UJAMAA (oo-jah-MAH) This is the fourth principle of Kwanzaa. It means buying goods and services from each other.

UJIMA (oo-JEE-mah) This is the third principle of Kwanzaa and means helping each other.

UMOJA (oo-MOO-jah) This is the first principle of Kwanzaa, meaning unity.

VIBUNZI (vi-BUN-zi) Another name for muhindi, the ears of corn which are placed on the mkeka of the Kwanzaa table to represent each child in a family.

ZAWADI (zah-WAH-dee) The gifts that are given on the last day of Kwanzaa. It is more important that these gifts come out of kumba. These types of gifts are more meaningful than store-bought gifts.

KWANZAA RECIPES

KWANZAA'S BAHIAN SHRIMP

- 1 pound medium shrimp
- 1/2 cup cooking oil
- 1/2 cup heavy cream
- 1 tablespoon shredded coconut
- 1 teaspoon chopped parsley

Saute shrimp in olive oil. Add cooking wine, coconut and cream. Simmer for 5 minutes. Sprinkle with parsley.

APPLE TART

- 1 frozen 9-inch puff pastry tart shell
- 3 large apples
- 1 tablespoon sugar
- 1 teaspoon Brandy
- 1 tablespoon unsalted butter, melted
- 2 tablespoons honey

Preheat oven to 400 degrees. Peel and slice the apples. Place apples in large bowl along with the sugar and Brandy. Put the tart shell on a baking sheet and fill it with the apples. Brush the apple slices with the melted butter and bake for about 30 minutes. When tart pastry is brown and apples are tender, remove from oven and cool for about 6 minutes. Brush with honey.

CARAMEL SAUCE

- 4 tablespoons water
- 1 cup sugar
- 10 tablespoons hot water
- 1/2 teaspoon lemon juice
- 1 teaspoon Brandy

Put 2 tablespoons water in a sauce pan along with the sugar. Cook mixture over medium high heat until the sugar turns light brown. Stir occasionally. Remove the pan from the heat, add the remaining hot water. Return the mixture to the heat, stirring constantly until all the sugar has dissolved. Cool the sauce, add the lemon juice and the Brandy. Serve sauce warm with the apple tart.

CREAM OF SWEET POTATO SOUP

- 4 pounds cooked, peeled and mashed sweet potatoes
- 4 cups chicken or vegetable broth, or warm milk
- 2 tablespoons butter
- 1 tablespoon brown sugar
- Salt and pepper to taste
- Sour cream

Melt the butter in a large pan. Add the flour to the butter and stir well. Turn heat to low. Add the sugar to the pan and mix. Add the

mashed sweet potatoes and the broth or warm milk to the butter mixture. Heat through, but don't boil. Season with salt and pepper to taste. Serve right away with a tablespoon of sour cream on top of each serving.

CODFISH FRITTERS

- 1/2 pound salt codfish
- 2 tablespoons butter
- 1 tablespoon olive oil
- 1 onion, chopped
- 1 stalk celery
- 1/2 green pepper, chopped
- 1 tomato, chopped
- 1 teaspoon ground thyme
- 3 drops hot sauce
- 1 cup flour
- 1 teaspoon baking powder
- 3 egg yolks, beaten
- 1 1/2 cups milk

Adequate amount of vegetable oil for frying. Soak codfish in cold water for about 10 hours. Drain fish, then boil water for 5 minutes. Drain fish again, remove bones and chop. In a heavy pan, heat butter and olive oil over medium heat. Add onion, green pepper and celery and saute until vegetables are soft. Remove vegetables from grease and put into a large bowl. Add tomato, thyme, hot sauce, pepper and fish to the sauteed vegetables. Separately, sift together flour and baking powder. Add egg yolks and milk and mix well. Add this mixture to the vegetable and fish mixture and blend. In a frying pan, heat vegetable oil until hot. Drop 2 tablespoons of the mixture at a time in the hot oil. Deep fry fritters until golden brown, about 5 or 6 minutes. Remove fritters with a slotted spoon and drain on a paper towel. Serve while still hot.

SPICY OVEN-FRIED CATFISH

- 4 dressed catfish, about 7 ounces each
- 1/4 cup yellow cornmeal
- 1/4 cup dry bread crumbs
- 1/2 teaspoon salt
- 1/2 teaspoon paprika
- 1/2 teaspoon garlic powder
- 1/8 teaspoon cayenne pepper
- 1/8 teaspoon ground thyme
- 1/2 cup skim milk
- 1/4 cup margarine, melted

Heat oven to 450 degrees. Combine cornmeal, bread crumbs, salt, paprika, garlic powder, cayenne pepper and thyme. Dip fish into milk. Coat with cornmeal mixture. Place

in 12x9x2-inch rectangular pan, coated with vegetable cooking spray. Pour margarine over fish. Bake uncovered until fish flakes very easily with fork, about 15 to 20 minutes.

CREOLE CHICKEN

- 2 tablespoons olive oil
- 2 1/2 to 3-pound broiler-fryer chicken, cut up
- 2 medium onions, sliced
- 3 cloves garlic, minced
- 1 green pepper, chopped
- 1 16-ounce can stewed tomatoes
- 1 8-ounce can tomato sauce
- 1 tablespoon gumbo file
- 1 teaspoon dried thyme
- 1/4 teaspoon cayenne pepper
- 1 10-ounce package frozen sliced okra
- Salt to taste

Cooked yellow rice or white rice. Heat olive oil in 12-inch skillet until hot. Cook chicken over medium heat until brown on all sides, about 15 minutes. Drain drippings from skillet. Stir in remaining ingredients except okra and rice. Heat to boiling, reduce heat. Cover and simmer for 30 minutes. Stir in okra. Heat to boiling, reduce heat. Cover and simmer until thickest pieces of chicken are done and okra is tender, about 10 minutes. Serve with rice.

SWEET AND TART LEMON CAKE

- 1 18-ounce package lemon cake mix
- GLAZE

1 1/2 cups confectioners' sugar
grated peel of 1/2 lemon
juice of lemon, about 3 tablespoons
Prepare cake as directed on package. Pour into a greased and floured bundt pan. Bake in 350-degree oven for 35 to 40 minutes or until wooden pick inserted into center comes out clean. Cool for 10 minutes. Combine all the glaze ingredients and beat until smooth. Invert the cake onto a serving plate. Prick the cake well with a toothpick and drizzle with half the glaze. Cool the cake completely, then drizzle with the remaining glaze. Garnish with lemon slices.

CREDITS: AMALGAMATED PUBLISHERS, INC. - Michael A. House, President; Sanford A. Sims, National Sales Manager; Marcia R. Harris, Project Coordinator, Editor; FACETS COMMUNICATIONS, NY -Design and layout, 718-941-4329; Bruce Stansbury, Photographer: 212-802-9566



USAir Makes Business Trips Less Work And Vacations More Possible.

*Schedules as busy as yours.
And the fastest free ticket
to the most destinations.*

With nearly 5,000 flights a day to more than 270 cities, USAir, USAir Shuttle, and USAir Express can keep up with your most hectic workday.

In fact, the busier you are, the better we look. Because USAir has the most departures in the U.S. of any airline. And hourly service between key business centers all over the country.

When your work's done, USAir has flights to over 20 Florida cities from Tampa to Miami and beyond.

And we offer the fastest free ticket to the most destinations. With the USAir Frequent Traveler Program, you can earn yours after just 20,000 miles.

And with our Global Alliance, you can earn and redeem mileage credit on British Airways flights worldwide.

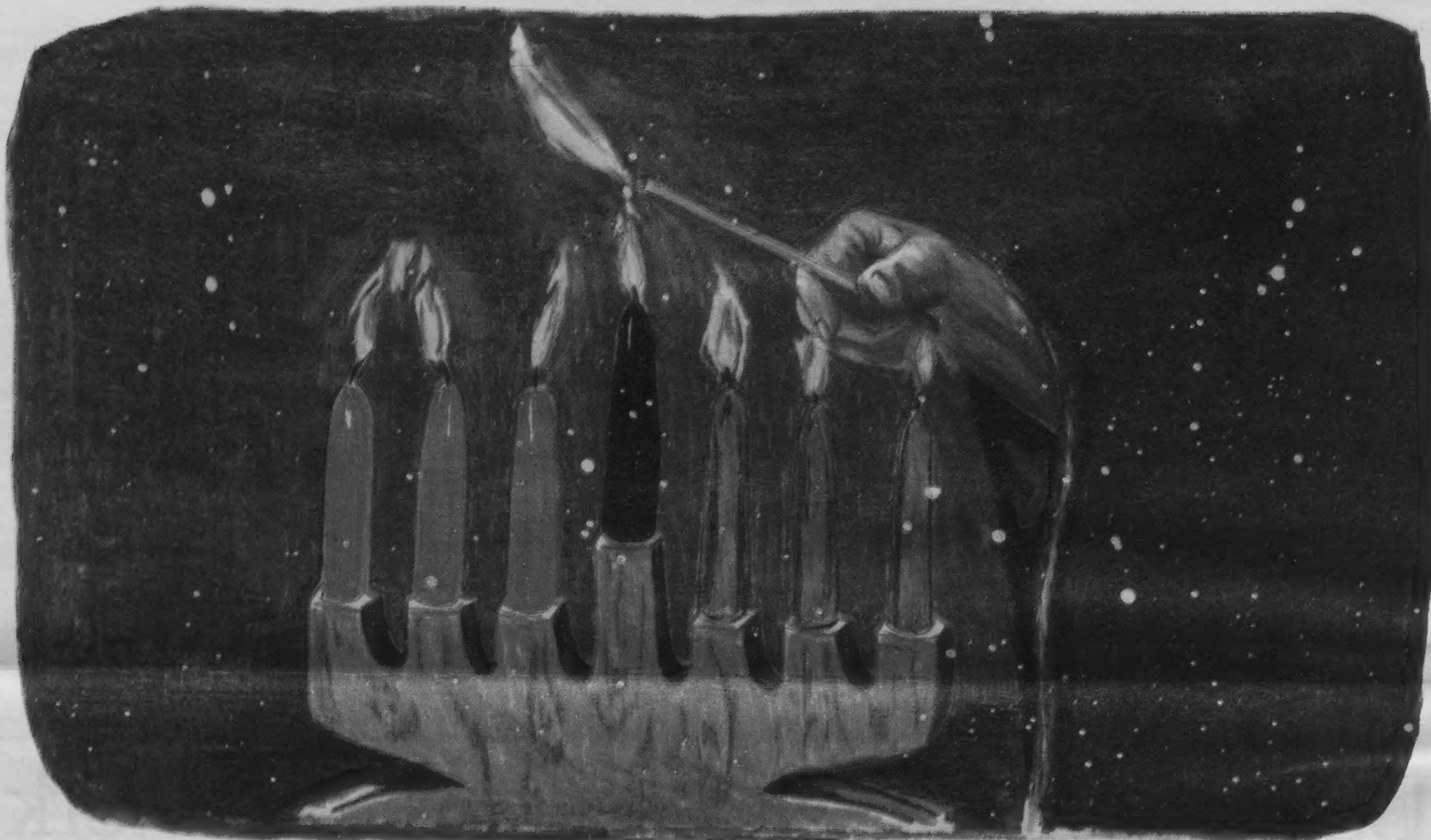
To join the USAir Frequent Traveler Program, contact your travel consultant or USAir at **1(800)428-4322**.

And watch how fast your work pays off.

USAir

USAir begins with you

HAPPY KWANZAA



Brown & Williamson Tobacco Corporation and its employees know the importance of our partnership with the community. It takes all of us to make our community a better place to live and work.

Improving the quality of life for the disadvantaged—socially or physically—is the number one goal of our corporate contribution program. In keeping with the spirit of Kwanzaa, Brown & Williamson supports organizations that help those who sometimes are unable to help themselves. We're helping

to make a difference through our support of groups like Dare to Care, which provides food for the needy; Clothe-A-Child, an organization that makes sure new clothing is available for school-age children in need; and Metro United Way. Our support of groups like these demonstrates our commitment to the Kwanzaa principles throughout the year.

A strong sense of community is a high priority at Brown & Williamson. It's the reason we will always be responsive to our community's needs.

HARAMBEE!



BROWN & WILLIAMSON TOBACCO CORPORATION

Our Continuing Commitment to Community Service.